

CALIFORNIA CHILDREN & FAMILIES COMMISSION
Thursday, December 16, 1999
Mills College – Carnegie Hall – Bender Room
Oakland, California

I. Call to Order.

The meeting was called to order by Chairman Rob Reiner at 9:37 a.m.

II. Roll Call.

Present were Commissioners Kim Belshe, Sandra Gutierrez, Susan Lacey, Ed Melia, Bob Ross, Margaret Fortune, Patricia Siegel, Louis Vismara and Chairman Reiner.

Staff Present: Jane I. Henderson, Ph.D., Executive Director; Joe Munso, Chief Deputy Director; Emily Nahat, Acting Deputy Director for Program Management; Marc Brandon, Contracts Analyst; Lupe Almer, Staff Services Analyst.

III. Approval of Minutes, October 21, 199 State Commission Meeting and November 18, 1999 State Commission Meeting.

Commissioner Gutierrez had a correction to the October 21, 1999 minutes, on page 13 the correct reading should be *error in the Wellness Guide* in lieu of *Welcome Baby Kit*.

Chair Reiner moved to approve the October 21, 1999 minutes with the correction as noted. (There was no second to the motion.) The motion passed unanimously.

The approval of the November 18, 1999 minutes was postponed to the January 2000 meeting.

IV. Welcome from Mills College.

Sue Lyon welcomed the Commissioners and the audience to Mills College. Ms. Lyon gave a short overview of the history of Mills College, the only woman's college left on the West Coast. Mills College is very serious about educating women and developing leadership in women, giving them a voice. The Education Department has been working with infant/toddlers through fifth grade with a lab school that has been in existence for a very long time. The connection with the Reggio-Emilia project goes back five years. The people there have been working in early childhood education for the last 30 years and are recognized in the world as having the highest quality of care and education. Ms. Lyon went on to explain the exhibit and the circumstances that made this project possible and invited the audience as well as the Commission to view the exhibit later in the day.

Assemblywoman Dion Aroner welcomed the Commissioners and the audience to the East Bay and applauded the fine work done here by the Alameda County Commission and looked forward to the exciting funding decisions that are going to be made by the Prop 10 Commission. Ms. Aroner explained Alameda County's progressive stance, providing a wonderful role model for planning and collaboration, the result of years of hard work. She further stated that Prop 10 was wisely written, unlike most of the legislature being passed, enabling the Commission to move quickly and to responsively address the needs of children. The Commission also has been given the power to make decision that go way beyond merely identifying the gaps in the current programs. Instead the Commission has the luxury of recognizing the disciplinary nature of children's lives. Child care is not just about baby sitting, but it is a reality about children's emotional development, school readiness, even early detection of health care needs. California is going to benefit greatly from the Commission's leadership, willingness to take risks and commitment to the whole child.

Chair Reiner noted that Alameda County is the first county to finish its strategic plan, which will be formally presented by the Executive Director of the Alameda County Commission, Mark Friedman.

Alameda County Children's & Families Commission Strategic Plan

Mark Friedman expressed his admiration for the tremendous dedication of the State Commissioners. Mr. Friedman then proceeded with a preview of the Alameda County Children & Families Commission Strategic Plan, which was passed unanimously on December 7, 1999. The plan represents the best efforts of many people from throughout the county to significantly improve the lives of all young children and their families in Alameda County. Mr. Friedman explained how the county was able to complete this phase of the work so rapidly and acknowledged certain people present in the audience who worked hard on this project. He briefly described the *Every Child Counts Plan* and emphasized that the vision of the plan is to provide universal services to all young children and their families. The universal services include family support services, quality child care and parenting programs. The Early Care and Education Plan involves a significant investment in raising the wages and benefits for child care workers, who are the most important under-compensated profession in our society. Alameda County's ambitious goal is to deliver all services in an integrated system of care.

Chair Reiner welcomed Ed Melia, Under Secretary of Health & Human Services and Glenn Roselli.

V. Chairman's Report.

Chair Reiner announced that there would be a press conference followed by a closed session. Thereafter, the launch of the public education and media campaign will be presented. He reported that decisions are starting to be made on the allocation of State Commission funds and these decisions are based on both a long term and a short-term approach. The focus today will be just on the short-term approach and projects that will be funded shortly. The recommendations and decisions made today will only be a portion of what will ultimately be a much more comprehensive funding plan. RFP's will be issued for long term funding projects. Chair Reiner referred to the *Welcome Baby Kit* which will be discussed in more detailed later today and stated this would be an incredible resource for every parent and caregiver.

VI. Executive Director's Report.

Jane Henderson introduced Emily Nahat, who gave the following report on the outcome of the first statewide meeting that was held on November 22, 1999 for all County Commissions.

There were 52 counties in attendance at the November 22, 1999 conference. The purpose of the meeting was to share strategic planning resources. The David and Lucille Packard Foundation provided the facility and the refreshments for the meeting. Many of the Commissions are facing a lot of challenges, staffing issues and legal questions and this conference presented an opportunity to discuss some of these issues. The counties look upon Prop 10 as an opportunity to integrate many services. Participants at the meeting were grateful for the technical assistance, but cautioned that much more assistance would be needed for the next steps, such as developing RFPs using an outcome-based strategy, developing indicators to measure the outcomes from the programs that they fund. Regional conferences on communications were announced arousing so much interest that most of the sessions are already filled up. A media manual was presented at that meeting which elicited appreciation from the county commissions. A good response was received to the networking and communications survey with county commissions expressing a great interest in all of the different communication vehicles, such as the monthly newsletter, web page, use of e-mail and regular mail. It is anticipated that the next statewide meeting will emphasize effective and promising practices, state and federal resources and other program implementation topics.

VIII. Update on State Commission Outcomes.

Jane Henderson gave a quick report and reminder that the initiative requires the State Commission to adopt the outcomes or the results that are desired through the guidelines that were adopted for County Commissions. The purpose is to collect a series of outcomes that would be somewhat universal across all County Commissions and in order to accomplish this, three strategic result areas have been identified in the guidelines - healthy children, strong families and all children learning and ready for school. An Ad hoc group of experts was put together, diverse in language, culture and representing special needs children, and representatives from County Commissions, to

develop a draft set of outcomes for the Commission members to consider as a first step in adopting outcomes. This is a similar, but less formal process to the one that the Commission used in adopting the guidelines. The first draft is not quite ready for presentation to the Commission and at the next meeting it may be helpful to take a staged approach on adopting the outcomes.

IX. Report from California Center for Health Improvement: Technical Assistance to County Commissions.

Karen Bodenhorn, President and CEO of CCHI announced that effective today the Prop 10 Technical Assistance Center is up and running thanks to the David and Lucille Packard Foundation and the California Endowment who have given grants to the CCHI. The Center works in close collaboration with the State Commission, meeting regularly and having discussions with staff. The decision what services to provide came from the work of the State Commission, the technical assistance advisory committee, reviewing their minutes, reviewing a survey in terms of what services were needed and finally attending the meeting on November 22. Ms. Bodenhorn referred to a paper in the back of the room, describing all the services available and the telephone number, which will be answered by a real person. That person will be able to connect parties to three types of services, depending on the particular need. Ms. Bodenhorn expressed the need for additional consultants and referred anyone interested to the RFA's. The three core components are consultants, a clearinghouse for materials, which will also be on the web page for electronic retrieval, and best practice materials.

VII. State Commission Plan for Diversity/Inclusion.

Emily Nahat reported that during the November meeting the Commission passed a resolution and asked staff to prepare a plan to implement the State Commission's resolution. Sandra Gutierrez read the resolution into the record. Ms. Nahat stated that some of the guidelines are already incorporated by the Commission as demonstrated by its commitment to a diverse California, including the production of the guidelines for County Strategic Plans, the Prop 10 funds that are to be delivered without regard to immigration status, and the resolution just read. Communication spots are going to come out at least in English and Spanish initially, as will the public education materials. During the November 22nd meeting there was a breakout session on public engagement, which emphasized active outreach to and involvement of diverse sectors of the community. In the criteria of the funding plan for the State Commission and also for guidance to the county commissions for their funding plans, criteria was included for insuring that the needs of diverse populations will be met. In the outcomes group work is being done that will embody the principles of inclusive systems responsive to diverse communities and needs. A timeline for future activities has been prepared for the next two quarters. Ms. Nahat detailed the future activities.

Commissioner Ross stated he hoped that as the outcomes work is presented to the Commission, it does reflect the resolution and that the outcomes that are defined would be able to close some of the gaps and disparities among communities of color such as health issues, literacy, and educational achievement.

Commissioner Siegel suggested that whenever there is discussion about translation, the word adaptation be substituted. It is not just a question of going literally from one language to another, but really adapting the messages and content to best meet and be responsive to cultural groups.

Commissioner Fortune thanked staff for putting it all together. She also touched on the refreshing perspective from a State agency to be mindful of diversity. Commissioner Fortune commented on a handout regarding future meetings. She referred to item 4 stating the Commission was going to convene in advisory committees that would include diverse stakeholders and asked for a clarification.

Jane Henderson explained that these are the two advisory committees required by statute to convene as discussed at the last Commission meeting.

Commissioner Fortune continued stating that it is important that all the work done on the Commission is looked at from the perspective of how it is serving the children based on available demographic information. If there is a body specializing in this kind of work that could offer the Commission policy recommendations in addition to having diverse representation on the advisory committees that should be covered. She suggested to form a subcommittee chaired by a Commissioner in order to heighten the Commission's attention to the recommendations that may be proposed.

Commissioner Siegel asked that the suggestion made by Commissioner Fortune, the establishment of a Diversity Subcommittee chaired by one of the Commissioners, be put on the January agenda for consideration at that time.

Commissioner Fortune then referred to item 7 of the handout *to recruit and hire staff knowledgeable about designing effective systems, resources and services for cultural diverse and special needs populations to serve as community liaison*. This is an excellent proposal; however, this must be adequately staffed to meet the needs of the 58 commissions. This may even be considered on a regional basis to make sure there is full coverage throughout the State of California with these community liaisons.

Jane Henderson reminded the Commission that hiring has to go through the civil service system, which is a slow and cumbersome process. Staff's vision is to have community liaisons, to have regional representatives, possibly dividing the State into three regions.

Commissioner Fortune referred back to items on the handout and suggested that it may be useful to receive a presentation on the status of children 0-5 from diverse populations, including special needs in the areas of child development, health and family services, enabling the Commission to make better decisions.

Commissioner Siegel agreed and suggested taking a staged approach in this regard. It would be of great benefit to have a really good demographic presentation of who the children 0-5 in the various neighborhoods are. Dr. Leo Estrada, a well known demographer at UCLA was suggested to helping the Commission understand the children the Commission is seeking to serve and build from there.

Commissioner Vismara expressed support and appreciation for the recommendations already made, and emphasized that the ideas of diversity and special needs are really not a push-pull situation. If effective strategies are developed in these particular high-risk individuals, then these same strategies can help all children of California. He suggested to have, at some future date, a conference that will address a conglomerate of issues such as diversity, special needs around issues of child care and perhaps bring together not only one or two, but a whole panel of experts that could dialog with this Commission as well as with the public. Staff development to go along to support that should be considered as well.

Commissioner Fortune reiterated that the Commission should consider producing research that is commissioned and sanctioned by CCFC and accompanied by policy recommendations. This would be an avenue to affect systemic change and that in turn leverages the resources that this Commission brings with the State resources, providing leadership in this area of diversity. She encouraged the Commission to fund a study on this topic. Commissioner Fortune also recommended holding public hearings on the outcomes as part of the statewide round tables, one North and one South. There should also be two public hearings on childcare, health care and family services for children ages 0-5 from diverse populations as a part of the state-wide round table discussions.

Commissioner Gutierrez expressed support for Commissioner Fortune's recommendations, which should move the Commission in the right direction.

X. Report from Child Care Roundtable.

Emily Nahat reported on the testimony received from 39 people during the December 15th Roundtable, as well as written comments. Ms. Nahat summarized the major topics discussed. These were excellent recommendation from knowledgeable people from the field. The consensus was that the Commission needs to provide leadership and use Prop 10 funds in a visionary way to do several things: (1) improve service systems by reducing fragmentation and encouraging comprehensive family services; (2) to leverage funding to make a difference in a way that promotes

local control and support local priorities; (3) to establish lasting collaborative relationships and communication channels to link consumers, providers, researchers, administrators and policy makers; and (4) to support research that would provide a rationale for a bold public policy agenda to make quality early care and education available to every child in California.

XI. Closed Session: Discussion and Status Report from Legal Counsel regarding pending litigation

- 1) California Association of Retail Tobacconists, Inc. et al. v. State of California, Board of Equalization of the State of California, California Children and Families First Commission and Kathleen Connell, as Controller of the State of California, San Diego County Superior Court Case No. 732079; Government 11126(e)(1) and 11126(e)(2)(A).
- 2) Cigarettes Cheaper! and The Customer Company v. Board of Equalization of the State of California, Kathleen Connell, as Controller of the State of California, and the California Children and Families First Commission, Sacramento County Superior Court Case No. 99AS03606; Government Code 1126(3)(1) and 11126(2)(A).

The session started at 10:51 a.m. and ended at 11:16 a.m.

XII. Communications Director's Report.

Kristina Parham gave her report with the aid of a power point presentation. The report covered three items for discussion (1) a public relations update; (2) the 800 number implementation strategy; and (3) introduction of the advertising teams. Ms. Parham informed the Commission that five communication strategy sessions were held with counties around the State in order to help the counties getting their messages out for Prop 10, framing their messages for Prop 10, answering tough questions about their Commissions and maximizing media coverage for their activities. Five more strategy sessions are scheduled.

The objective for the 800 number is to provide a Call-to-Action public education campaign and will be part of what will be advertised in the campaign to be launched in January. The overall objective is to create awareness of the importance of the early years and the harmful effects of smoking on young children. Ms. Parham then provided the Commission with an overview of the process. The number 1-800-kids-025 is very close to being secured. She also chronicled the services envisioned to be offered through the 800 number, as well as the various phases of integration for the various categories and the linking of the 800 number to other service providers. The 800 number would then become a one stop shopping for families.

Ms. Parham continued with a brief overview of the public education media campaign, consisting of one campaign with two message platforms. People will be educated on the harmful effects of smoking on children and the importance of early childhood development. Phase I, January through May, will be the laying of foundation for future campaigns enabling the campaign to come back with more detailed messages once the public awareness has been raised about the importance of the early years and smoking cessation. All the messages are multi-cultural with the target market being all adults 18 plus encompassing parents and caregivers and will be statewide. The medium will be television and billboards, bus shelters, mall kiosks and radio in Latino, African-American, and Asian specific media. She then introduced the advertising consultants and cautioned what will be shown are the initial creative concepts and the images shown will not necessarily be the final copy. Feedback is needed on the overall concept.

Christine Steele, Senior Vice President with Asher & Partners addressed the anti-smoking issues, consisting of two messages. The first message would be to communicate that second-hand smoke is harmful to young children, and the second is to communicate that smoking during pregnancy can be very harmful to the developing baby. These messages will be carried on television, radio, outdoors and in newspapers both in English and Spanish. The messages will be from the point of view of the child, which should develop maximum empathy.

Bruce Dundore, Executive Vice President and Creative Director next addressed the Commission concerning the tag line at the end of a commercial which is *It's all about the kids*, funded by prop 10. He explained that the irrefutable voice is the voice of the child and everything will be filtered through that. Mr. Dundore then went through and explained the ideas for commercials using presentation boards.

Mr. Santiago explained that he strategically worked together with Asher & Partners on these ideas, making sure they would be appropriate both for the general markets as well as the Latino market in this State. Mr. Santiago then offered a brief background about Latino society and children, especially as it relates to giving up smoking in order to protect their children. Mr. Santiago explained the Spanish translation of the ideas given by Mr. Dundore in his presentation.

Mr. Dundore presented the Commission with the second phase of the radio advertising spots followed by Mr. Santiago repeating the ideas in Spanish. Mr. Dundore detailed the efforts aimed at the African-American populations both in newspapers and billboards.

Chair Reiner suggested keeping the line *It's all about the kids* always as the last image or sound.

Commissioner Ross commented on the infant mortality paradox in the Latino community - less access to health care, yet low birth weights and infant mortality rates almost the same as in the majority white populations. Smoking rates in Latino mothers are significantly lower than in other populations, so the message from a child telling his or her mother not to smoke is actually not that appropriate. A Latino infant would be exposed to second-smoke not from the mother smoking, but perhaps from visitors in the home or maybe the dad.

Commissioner Gutierrez agreed and stated this point had been raised. She also commented that the translation of the name of the Commission should be consistent.

Mr. Santiago stated that an adjustment in the ad has been made because research would point to the father and even more so to uncles and this would be more appropriate.

A discussion followed involving interchanges between the audience and the Commission regarding the intricacies of language in translation as well as comments regarding improvement and/or changes of the presentations.

Ms. Parham continued with her report and addressed the creative concepts for the Early Childhood Development portion of the campaign, which is raising public awareness for the critical nature of the early years and introduced Jane Einhorn.

Jane Einhorn of Runyon, Saltzman, Einhorn explained that this agency would be in charge of the early childhood development part of this campaign. She pointed out similarities with the anti-smoking campaign: the same tagline, the same phone number and whenever possible the voice of the child is used. This makes for a cohesive campaign because it will start registering all the images. Ms. Einhorn stressed that this, however, is a different project. Early childhood development is different. There is a lot of information that needs to get out besides being emotional. The goal for this advertising campaign is to be emotional; to be specific and to have a call to action and the work should be viewed as such. The campaign should also be uplifting as opposed to the sadness of the anti-smoking campaign, and thus is encouraging people to do something positive by evoking positive feelings and images.

Kelly Christianson next presented the Commission and audience with an overview of the proposed advertising campaign, with the objectives, and what the messages are going to be. The main message centers around the fact that one has to interact with one's children during the early years, because it is critical to the child's intellectual, social and emotional growth. This manifests itself in talking and reading to your child, to nurture it and hold it, to respond to your child's cues and providing a safe and secure environment within the interactions. She then introduced her team, Larry Moss, Nadine Cornish and Pilar Montoya, who jointly gave a presentation of the use of visuals by video and storyboards. The audience was asked to keep in mind that these are not the finished pictures, but rather a choice of ones suitable for use in advertising spots. Nadine Cornish addressed ads aimed specifically at the African-American community and described the goals for the campaign with regard to the printed advertisements. Pilar Montoya presented the campaign aimed at the Latino market.

Larry Moss shared some of his bill board ideas with the audience.

Chair Reiner agreed that this part of the campaign is extremely difficult, i.e. making it informative, accurate and being able to touch people. The general concept of a parent as a teacher is the message that needs to be conveyed. The parent is the main person in a child's life to shepherd it from the time it is born until it enters kindergarten. Chair Reiner stated that the child's cognitive and emotional areas are intertwined and cannot be separated but suggested that in talking to a child, this really lays the foundation for reading. He acknowledged that that concept is very difficult to convey, but nevertheless a way should be found to communicate the concept that the way a child learns is emotional as well as a cognitive. Chair Reiner suggested an image of a person holding a child and reading to it, conveying the idea of loving, warm emotional feelings connected with the idea of reading. The opportunity for laying the foundation for learning happens in the first three years and that is the concept that needs to be communicated. Chair Reiner further suggested to launch the anti-smoking ads in middle of January and then in the middle of February start with the early childhood ads, which will coincide with the fulfillment of the *Welcome Baby Kit* by the end of February, affording more time and opportunity to finalize the early childhood messages.

Commissioner Siegel stated that Chair Reiner expressed a lot of what the stakeholders group tried to grapple with. The real concern that came up in the stakeholders group was, when you see any one of the messages isolated, it should not appear to be too didactic. The message will be directed at specific segments of the population and should not be so complicated that the message itself is missed.

Commissioner Vismara stated what he liked about the series of ads of the anti-smoking campaign was the fact that it really felt it was given from a child's perspective and wondered if there was not a way to include some of the concepts presented today and putting them into a format that feels more actively like it is coming from a child. If the visuals and feeling could really be coming from a child's perspective, it possibly could be much more engaging.

Commissioner Fortune referred to the census ads, which give a very clear message, which is cutting edge and engages a viewer, whereas the proposed ads here sound more like a public service announcement.

Commissioner Ross felt that should the ads run as proposed, people would comment that the government is spending millions of the tax payers dollars telling people to hug their kids. Teaching the community that scientific research has confirmed what parents already know, that engaging in these kind of activities with kids really matters, should have a linkage to the fact that if more support or information is needed about how to continue to do a good job, then call this number. The message is not quite there yet.

Ms. Einhorn suggested that the issue boils down to what is the message and what is it that needs to get across in the spots. There needs to be a consensus on what exactly it is that needs to be communicated and the ad agency can then come up on how to say it. Defining the specific message is crucial.

Chair Reiner opined that a very large segment of the population does not know how critical the first few years are, yet they know it is right to hug their kids and read to them. That would be the message, why this is important. It is the emotional foundation of a person's life and the foundations for learning are put in place.

Commissioner Belshe stated that in a report by Neil Halfon/Miles Hawkstein it says, under brain development, that nearly half of California parents are unaware of the importance of the first three years. This report also says that this lack of awareness is *analogous to pregnant women not being aware that cigarettes or alcohol consumption is harmful to the fetus*. This is a powerful way of looking at this issue and in looking at this piece of the media campaign, the public awareness and outreach campaign, in looking at the objective to address this fundamental informational challenge is to address this informational gap issue. The second phase can then be predicated upon there being common awareness about the importance of brain development, what it means for the development of a child and getting into some of the specific 'so what' questions. So what does this means to parents; so what does this means as it relates to child care, parenting, education etc. This could all be implemented in stages instead of trying to do too much all at once and over-complicating things. The campaigns should not be separated. It is one campaign that needs to be presented at the same time.

Commissioner Melia suggested to use the image of a teenager saying *when I was a kid my parents did not teach me what I want to teach my kid*, because there are 60 thousand teen births. The same could be in relationship to smoking cessation for the image of a teenager to state *when I was a kid, I wish someone told me not to smoke. I wish my parents didn't smoke in my environment when I was a kid*.

Commissioner Belshe stated that the messengers are either the child's voice or the narrator and suggested that maybe what is needed is a more engaged piece that actually would include parents or care takers who somehow in a voice-over are actually talking about 'did you know' or 'I wish I had know' or the like.

Joe Munso asked how staff is best to guide the partners in terms of timing. Chair Reiner recommended to go with the anti-smoking campaign in January and soon after that as the early childhood campaign ads can be up and running, that should come out then. If the consensus were that both should come out at the same time, the suggestion would be to hold off the whole campaign until the early childhood portion is ready. It will take time to reconsider the early childhood campaign and it won't be resolved today.

Commissioner Belshe explained the sequence envisioned by Asher for the early-childhood spots, starting with the ombudsman *cradle me* spot, after which the more tactical, hard-hitting, issue specific spot would be running. If the tobacco media would lead exclusively this would mean either only one ad runs for six weeks or the strategy is put aside and all three will be run. This needs to be clarified.

Commissioner Belshe further reminded the Commission that two Commissioners need to be empowered as an advisory committee to work with the ad agency to move this forward. If not, the Commission would not be approving conceptually a campaign for another month, which means there would be nothing on the air until the end of February, at best.

Commissioner Gutierrez agreed and would feel comfortable in referring this back for the concept. The main thing the Commission has to do with all of Prop 10 is change the mindset of what a child is. Core concepts have already been agreed upon, one is the importance of the early years in terms of the 90% brain development growth and the other is the concept of parents as first teachers. The copy needs some work.

Commissioner Gutierrez recommended going back to the drawing board and to not make a decision today as to whether or not launch both ad campaigns together.

Commissioner Ross agreed that as long as the dominant theme in the set of ads, what brain research has confirmed and parents as teachers is addressed, he would feel confident that the subcommittee will get this back on track and have something ready for January.

Chair Reiner reiterated that nothing should go on the air unless everyone is incredibly thrilled with it and although the anti-smoking campaign elicits confidence, the Commission should feel as confident or close to confident about the early childhood campaign. The goal is to go with both ads in mid January. Chair Reiner thanked both ad agencies for their work.

XIII. Consideration of State Commission Funding Options.

Joe Munso presented a set of draft principles to guide the State Commission in selecting programs and projects for funding and a listing of potential items for consideration and approval at the January Commission meeting. Mr. Munso suggested a two-phased approach for looking at funding projects with the first phase being a look at some short-term investment using a series of five simple criteria. The Commission does need to take action on the mass media account for a \$3 million public relations contract, allowing staff to contract. Mr. Munso suggested to discuss the proposals today, think about them and give staff an idea of what projects to further investigate. Staff would then come back to the Commission in January with the final list for the Commission's funding approval. The advertising contracts are in place and the Commission needs to approve the public relations funding. Also pending is the *Welcome Baby Kit*, which is about \$6 million.

The proposal for the media account would be to set aside funds for the tobacco cessation hotline administered by the Department of Health Services. The 1-800 number is a very labor-intensive service with actual counselors on the line. From an information standpoint there will not be other anti-tobacco ads on TV from Health Services during the first quarter, so it's possible to be able to use their resources. If the Commission allocates \$1 million and it turns out the money is not needed, it will come back. If more is needed, staff will come back to the Commission.

MOTION: Chair Reiner moved, seconded by Commissioner Gutierrez to allocate \$3 million toward public relations. The motion carried unanimously.

Mr. Munso further spoke to providing supplemental funding which would probably go to the Department of Health Services to help get the word out in terms of healthy families and Medical for children. The enrollments, particularly in the Medical for Children program, have not reached levels anywhere near the number of kids who are eligible. This would be a supplement to whatever funding they have.

Commissioner Belshe commented on the tobacco cessation efforts and thought it was obvious the Commission needs to get a better grasp on some of the fiscal consequences to DHS of the Commission's advertising campaign. She also encouraged everyone to look at the opportunity to direct a modest amount of funds into the provider outreach and education effort. The California Center for Health Improvement came out with a series of reports just this past week speaking directly to the importance, not only of cessation programs, counseling, etc. but the critical role that the provider plays and the need to ensure that outreach and education efforts include the provider community to make sure that they are aware of effective smoking cessation interventions. Relating to healthy families and Medical for children Commissioner Belshe strongly encouraged the Commission to look at this question in the context of early child development. One of the biggest challenges is enrolling eligible children into programs mostly because the parents are not aware or don't appreciate the importance of health insurance or have difficulties navigating the system. The use of linkage through the early child development programs should be put in place with a specific emphasis on the 0 to 5 population.

Commissioner Siegel agreed and urged, if the Commission makes this kind of expenditure, to make sure that it is really guided by an advisory committee that would bring together child development practitioners in the field who could assist in getting this message out to the families. The money should be targeted in a new way to help reach the Commission's goal of integrated service in order to be more effective.

A discussion followed concerning directions by the Commission to staff regarding immediate funding. Mr. Munso explained the basic concept of the *Well Baby Kit*, what products would be included, the rationale for including them and the means by which they will be disseminated and presented to the Commission in January for discussion.

Mr. Munso went on to discuss the education account and the commitment of the \$2.5 million, which is the remainder of the \$8 million planning grant given out to the counties and is being charged to this year. Strategies were proposed dealing with issues of family literacy, literacy for the children and helping parents and providers deal with the issue of school readiness. A discussion followed regarding the literacy program.

Ms. Henderson, responding to Commissioner Siegel's comments regarding looking at childcare and development agencies that can do family literacy programs, stated that there is no such thing as a coalition of family literacy programs that the Prop 10 Commission can initially fund. The challenge for the Commission is to help develop and put that together because there are great curriculum out there that are sensitive to special needs children as well as cultural and linguistic diversity.

Commissioner Vismara commented that perhaps the Governor's office and the Legislature might seek to partner and invest funds as well.

Commissioner Siegel stated that in reaching the communities and neighborhoods where most people in need of these services live, would also require some transportation. She reminded the Commission that to get services to farm workers in the Central Valley, trucks or mini-vans would be the answer, because they would not come to the library located in the middle of Fresno.

A discussion followed on school-readiness guides for parents and childcare professionals in the field. Mr. Munso also provided information on the funding process.

Mr. Munso provided information on five proposals for childcare funding. The first one is for identifying, delivering and putting in place a major training package for childcare development providers in the amount of approximately \$5 million. Ms. Henderson explained the various possible partnerships and subcontracts with other agencies in this regard. At this point it would only involve training costs. A discussion followed concerning incorporating various ideas into the training package.

Mr. Munso continued with the second proposal which would entail an investment pooled together for childcare facilities to access low interest loans or funds for improving facilities, meeting code standards, etc. He suggested that the Commission invest in those kinds of strategies to allow that. More work is needed to find out if it is possible to do so quickly or if it would be necessary to involve another authority to do this. It would be an easy, one-time investment, which would send the right kind of message.

The third proposal, using as a model the California Master Plan for Higher Education and working in conjunction with the Governor and the legislature, would be to appoint a Blue Ribbon Commission to develop a master plan for early care and education for the first time in California that would address access to quality child development for all children. This would include addressing issues such as financing, facilities, acquisition, staffing, program standards, and so on. This would be a long-term project. A discussion followed on this topic.

The fourth proposal would be to fund health and family support consultants in the childcare system in California that would coordinate family access to child health and other support services with an emphasis on children with special needs. A report on this would be presented at the January meeting.

The next proposal concerned funding a safety initiative for childcare centers. Mr. Munso explained this would involve possible partnering with others to provide a safe environment for children in daycare. A discussion followed on the subject of safety issues in and around childcare centers, including physical safety.

On Research and Development Mr. Munso presented a series of proposals in terms of looking at the R & D account. The Commission has a unique ability to test and evaluate proposals for people to look at as best practices or strategies that then perhaps from a policy standpoint; Government should make a next step. The first proposal is to initiate pure, objective research in terms of what are the issues and strategies associated with the shortage of trained childcare providers as well as compensation. A discussion followed about the importance of this compensation issue and that it is incumbent upon the Commission to make sure that the best information will be available in order to address this critical issue. The proposal to develop a statewide action plan was proffered, building on the work being crafted in both Alameda and San Francisco counties, giving the Commission an opportunity to build and evaluate as those models take hold. This should also include career ladders.

Mr. Munso next presented the proposal to fund pilot programs in three counties to test the system of care approach dealing with the issues of mental health needs for children ages 0 - 3. There is a gap in the services for parents of those children and this would be something that could be tested evaluated and provide recommendations for good intervention. This could be investigated further in terms of working with the Department of Mental Health and others.

The proposal for expanding on the approaches utilized in the existing black infant mortality project would involve broadening throughout the State, looking at the issues of health gaps and disparities in terms of the various communities around the State and trying to target a strategy or approach on that. This would be something the Commission should look at on a more long-term option.

Referring to a presentation given to the Commission in Santa Barbara and related to some of the outcome discussions, Mr. Munso proposed helping the financing of the California Health Information Survey that is currently being performed by the Department of Health Services. This survey could be expanded, getting specific county and community information as it relates to particular issues the Commission is concerned with. For the first time the

Commission would have those kind of baseline data in California as it relates to early child development and health issues.

Funding could be provided to expand and evaluate in two other counties some pilot projects that are currently operating in San Diego and Santa Clara. These projects involve work in conjunction with the Juvenile Court system, which provides on- demand drug abuse services for parents during the dependency process as it relates to the Foster Care system. This involves the issue of reunifying the child where there is an immediate referral and obtaining of services to facilitate the reunification. This would be a complicated project in terms of how this could be done, especially as it relates to the zero to five populations and would be a long-term strategy for the Commission. Chair Reiner emphasized his preference in getting pregnant women off drugs before children are born. A discussion followed regarding funding strategies or understanding ways that can assist the early identification of children who suffer from drug abuse.

Commissioner Siegel reiterated that in terms of the mental health needs and systems of care approach there needs to be a very specific direct link to childcare and child development programs.

Commissioner Vismara commented that in regard to children's mental health, it is well established that victims of child abuse, childhood violence and foster homes are subject to very high incidences of mental health problems and should be identified and targeted.

Mr. Munso next spoke to the unallocated account. The only current commitment is the allocation guaranty to the small counties, which was passed in Santa Barbara, to insure that they have \$200,000 each. This involves mainly the health area and includes the development of a statewide immunization registry for children; provide funding for poison control centers; asthma control initiative for children 0 - 5; and expand the newborn hearing screen program statewide. Mr. Munso supplied details for each proposal and discussions ensued.

Chair Reiner discussed the fact that many smaller counties do not have home visitation programs or the wherewithal to begin one at this point, as opposed to the larger counties. He proposed to assist the smaller counties with creating pilot programs to institute prenatal home visitation. This would be the single greatest strategy to integrate services and would be the Commission's overarching philosophy and strategy.

Commissioner Belshe suggested one further criteria for the short-term initiatives - to pursue opportunities to partner with the administration as well as the counties. The Commission should also be thinking creatively about using these dollars to leverage partnerships with friends in the administration and the legislature. There is a lot of money to invest, but it will have only a limited impact unless those dollars are matched with county and state dollars. Another suggestion was to partner with the Governor and include something in the State of the State message about Prop 10 and working together on a similar agenda.

Ms. Henderson commented that on-going technical assistance for the counties with the assistance of the Packard Foundation and the California Endowment is getting under way, but should be added to the list of items to be discussed in January.

Chair Reiner turned the meeting over to Susan Lacey, Vice Chair for the remainder of the meeting.

XIV. Public Comments

Gene Lucas inquired when the Commission would be ready to accept unsolicited R&D proposals. He spoke to Prop 10's public recognition before the March elections. There are no TV, radio, or newspaper commercials regarding Prop 10 even though a media blitz was proposed three months ago. He urged the Commission to immediately start an ad campaign identifying Prop 10.

Arlyce Currie spoke to the childcare crisis and warned that if compensation is not linked to training, all will be for naught. She also expressed her feeling that last night's session was a sham because the Commission had already made up its mind. She urged the Commission to reconsider the R & D account in relation to compensation, as well as the loan pool. Money for loans is always available, but grants are what is needed. Also evaluation tools are needed and the Commission needs to put up money to leverage funds related to compensation.

Pam Shaw thanked the Commission for what it stands for. She further stressed that the main problem as she sees it, is that there is no infrastructure. One of the issues discussed today addressed this issue about tying it all together and making it integrated.

Kate Ertzberger, Contra Costa Childcare Council commented on the childcare training and hoped it would be flexible enough to build upon what is already happening at the grassroots community level and would not overlay a whole other approach from some statewide entity that would not meet the needs or does the job. Even more important is the Commission's vision of training, which should include follow-up consultation and technical assistance. She also urged the Commission to give priority to the compensation issue and provide guidance and leadership on this matter.

Donita Stromgren, Childcare Research and Referral Network was pleased that the childcare played a major role at the State Commission level and was encouraged by the decisions made in Alameda County with regards to childcare in their plan. She urged the Commission to take the leadership and share their vision at the local level at every opportunity that presents itself. Parameters for the technical assistance center are very important in connection with the local commissions and childcare should be an important part.

Nancy Strohl, Director of the Childcare Law Center in San Francisco looked forward to working together on the Master Plan and the systemic issues as well as the leveraging and partnering the Commission is going to do. She commended the Commission for its attention to children with special needs. She suggested a different approach to the issue of compensation. There are a number of statewide initiatives that have been discussed and some of the ideas are leveraging, and also in some of the counties technical assistance is necessary. She proposed a clearinghouse for technical assistance, which could really make a big difference.

Marsha Sherman spoke to the issue of funding the safety initiative for childcare center and stated that in that initiative many of the other environmental issues should be incorporated instead of five different people looking at each category.

Gregory Ferren stated that the Commission is entering into a phase very similar to what county commissions are doing and that is developing a strategic plan for action and impact. He reminded the Commission that there are 58 county commissions out there doing the same thing and urged the Commission that whenever any of the county commissions can partner in implementing the Commission's strategic plan, to alert the coordinators to do so.

Michelle Grant, student and teacher reiterated the importance of compensation and stated that it should not be a sacrifice to teach children, but instead it should be a social priority that people are paid as professionals and be seen as professionals. Many people love to be a teacher, but there is no adequate compensation causing people to enter into other fields.

Janice Townsend agreed that compensation is crucial because many teachers leave to become elementary teachers and if these 6 or 7 thousand dollars more would be given to preschool teachers with BA's they would not leave. One of the pro-active things the Commission can do is duplicate what North Carolina is done, which is set up a registry for all the teachers' units, clearing the way for figuring out at what level of education each teacher is.

Commissioner Siegel stated that quite a bit of groundwork has been done related to such a registry and it would not be much of an effort to take this to the next level. The proposals from UCLA and Pacific Oaks have not as yet been reviewed but this will be done shortly, possibly elevating this matter to the Commission's short list.

Dorothy Stewart, owner and director of Old Firehouse School in Lafayette stated she has 20 children on a waiting list for seven spots, but cannot find a teacher qualified to fill the job. Qualified teachers are being offered three times as much working for a computer company. Having to go through 3 or 4 caregivers in a year is not beneficial to mental health of infants and toddlers.

Ms. Henderson reiterated the Commission's commitment to dealing with the issue of compensation. It is a complex issue and there were many good proposals supplied at the Round Table. The Commission is in a position to move on a good proposal quickly, but because of the complex nature it needs further thought to make it as effective as possible.

Commissioner Gutierrez referred to the loan proposal in areas of high need and explained that the intent is not for the Commission to get into the loan business.

Commissioner Siegel suggested to begin exploring work on a compensation leveraged approach and to really look at Alameda County and find what this Commission can do in the Childcare Account to actually encourage that leveraging with a report back in January.

XV. Adjournment.

The meeting was adjourned at 4:38 p.m.